

Subject: Re: Proposal

From: Michael Lamb <Michael@downtownnews.com>

Date: 05/31/2017 10:54 AM

To: Michael Filson <mfilson@downtownla.com>

CC: Kevin Begovich <KBegovich@downtownla.com>

Ok, will reserve the space for you.

Here are the deadlines for ad material for Dog Day Afternoon

1/4 page 6/28 ad specs attached
Eblasts - 6/26 728x90 plus link
Carousel - 6/7 - 300x250 plus link
Square A - 6/7 - 300x250 plus link
Calendar Listing - 6/7

Michael Lamb
Account Executive
Los Angeles Downtown News
1264 W. First Street
Los Angeles, CA 90026

213-482-5932 Direct
213-453-3548 Mobile
michael@ladowntownnews.com

<http://www.ladowntownnews.com/>

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On May 31, 2017, at 10:29 AM, Michael Filson <mfilson@downtownla.com> wrote:

Michael,

Ok, so here's the news. We will not be doing any print advertising for Summer in the City this year. We are creating a packet to send to hotel & resident concierges outside of Downtown LA to help spread the word about why they should come visit us in Downtown.

I will continue with the Dog Day proposal. Can you please confirm deadlines for print please?

On another note, I believe Henna will be reaching out for Open House opportunities.

Thanks for all your work and assistance with this.

Mike Filson
DCBID
Community Relations Manager

From: Michael Lamb [<mailto:Michael@downtownnews.com>]
Sent: Tuesday, May 30, 2017 10:16 AM
To: Michael Filson <mfilson@downtownla.com>
Subject: Re: Proposal

Ok great, I will put it together for you

Michael Lamb
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On May 30, 2017, at 10:04 AM, Michael Filson <mfilson@downtownla.com> wrote:

Michael,

Hope you had a great weekend! Always tough coming back to work on a Tuesday.. J

So, we've done a lot of thinking and discussing on our office, and here's what we would like to do.

DOG DAY:

Keep as is on the proposal

SUMMER IN THE CITY:

We are refocusing a lot of our budget to online, targeted digital ads that we will be doing.

I will not be running any ads in the Downtown News for summer.

Our focus this year is to attract outside Downtowners to come and experience what we have to offer

I would like to run ½ page ads in the Argonaut and Pasadena.

- Ads to start July 10
- Run 5 weeks till August 7

Please send updated proposal so I can approve budget.

Thanks!

Mike Filson
DCBID

Community Relations Manager

From: Michael Lamb [<mailto:Michael@downtownnews.com>]
Sent: Friday, May 26, 2017 9:22 AM
To: Michael Filson <mfilson@downtownla.com>
Subject: Re: Proposal

Hi Michael

Checking back to see if you have confirmation.

If I don't hear from you, have a great Memorial Day Weekend.

Michael Lamb
Account Executive
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On May 24, 2017, at 9:14 AM, Michael Filson
<MFilson@downtownla.com> wrote:

I have a meeting with Henna at 4pm today and will it all confirmed then.

Mike Filson
DCBID
Community Relations Manager

From: Michael Lamb [<mailto:Michael@downtownnews.com>]
Sent: Wednesday, May 24, 2017 9:03 AM
To: Michael Filson <mfilson@downtownla.com>
Subject: Re: Proposal

Hi Michael

Can you let me know today if you are adding to the proposal?
Thanks

Michael Lamb
Account Executive
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On May 23, 2017, at 10:39 AM, Michael Filson
<MFilson@downtownla.com> wrote:

Great! Send me the proposal so I can see it.

For Dog Day, you'll have a 6' table. Please send me your logo for the website and print.

Mike Filson
DCBID
Community Relations Manager

From: Michael Lamb
[<mailto:Michael@downtownnews.com>]
Sent: Tuesday, May 23, 2017 10:41 AM
To: Michael Filson <mfilson@downtownla.com>
Subject: Re: Proposal

Hey
Yes, it adds up to \$7340 from what you sent.
You may also want to reserve in the Best of Downtown issue on July 24.
It has special rates. Very competitive. Just got them.

Also, send me the items we get for the Dog Day event so I can get that planned as well.
I think it is just a table and maybe you need our logo for signage?

Michael Lamb
Account Executive
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On May 23, 2017, at 10:32 AM, Michael Filson <mfilson@downtownla.com> wrote:

I wasn't sure how much the new proposal would total so I would like to see it and maybe there is some room to add.

I believe Open House is moving forward. I'm not too involved with that. I'll let her know you are reaching out to her.

Mike Filson
DCBID
Community Relations Manager

From: Michael Lamb
[<mailto:Michael@downtownnews.com>]
Sent: Tuesday, May 23, 2017 10:34 AM
To: Michael Filson
<mfilson@downtownla.com>
Subject: Re: Proposal

Hey
You did a big scale back. \$3500?
I will reserve the space you requested.

Haven't heard from Henna about the Open House.
Is that projectc still moving forward?

Michael Lamb
Account Executive
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On May 23, 2017, at 9:23 AM,
Michael Filson
<mfilson@downtownla.com>
wrote:

Michael,

I've attached our updated proposal for Dog Day and Summer. I had to scale back some on your end as we are spending more on our digital advertising this year. Any questions, please let me know.

Mike Filson
DCBID
Community Relations
Manager

From: Michael Lamb
[<mailto:Michael@downtownnews.com>]
Sent: Friday, May 19, 2017
11:19 AM
To: Michael Filson
<mfilson@downtownla.com>
Subject: Re: Proposal

Hey Michael

FYI - I leave early today and back Tuesday. So if there are no changes to the proposal just let me know. Otherwise, I can work on it again next week.

Have a nice weekend.

Michael Lamb
Account Executive
Los Angeles Downtown News
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On May 16, 2017, at
2:01 PM, Michael
Filson

<MFilson@downtownla.com> wrote:

Go ahead and let
them have the
front page strip. I
won't be able to
get an answer till
tomorrow,
hopefully.

Mike Filson
DCBID
Community
Relations Manager

From: Michael
Lamb
[<mailto:Michael@downtownnews.com>]
Sent: Tuesday,
May 16, 2017 1:54
PM
To: Michael Filson
<mfilson@downtownla.com>
Subject: Proposal

Hey Michael

Good seeing you
yesterday.

Don't mean to push,
but the front page
strip was a part of
my proposal for
6/12.

If you can confirm
all today, then it's
yours. Otherwise, my
sales associate as
someone else who
wants it and
I would have to
bump you to the
following week.

Let me know.

Best

Michael Lamb

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